



The Digital Business Case – done right!

How you can successfully manage your digital transformation

Today, no one is discreet to describe the benefits and necessity of digitalization in all its epic proportions. Explaining the agile solution space from 3D printing to Augmented Reality it is clearly understood that “digitalization” is already more than a strategic opportunity. It’s a matter of survival!

As the world is changing massively, digitalization is at the top of executive agendas; however 70% of companies do not unleash the full potential of their digital

transformation and half of them even fail. Moreover, having quantified the exponential benefits, should encourage executives to make decisive decisions on starting their digital journey sooner rather than later. By doing so they will increase their chances of successfully navigating the key challenges a digital transformation has to offer. ➔

On average, companies with innovative business models are more than 30% more profitable in the long term.

Fig. 1 – Economic impact thriving for a digital business model

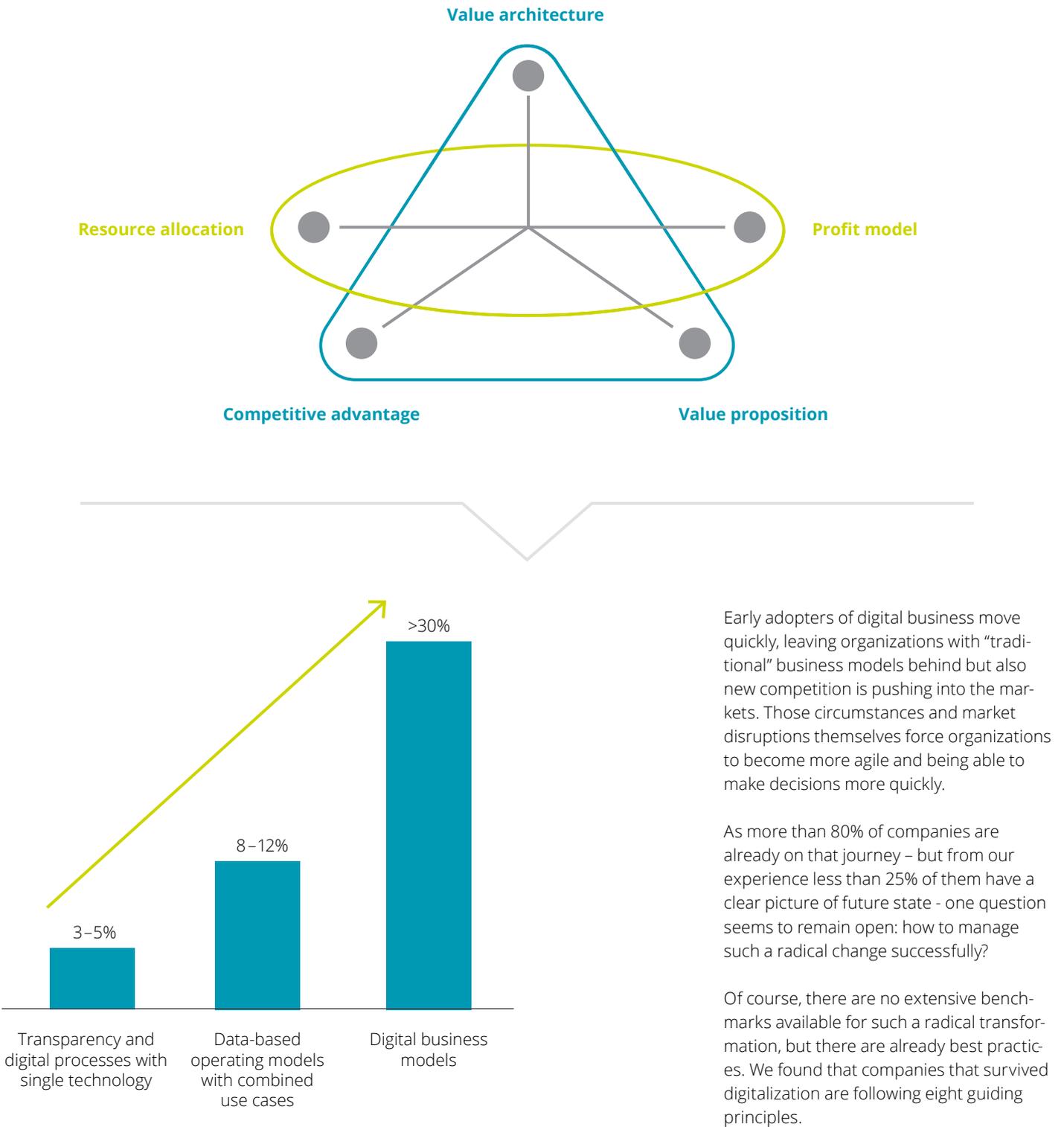
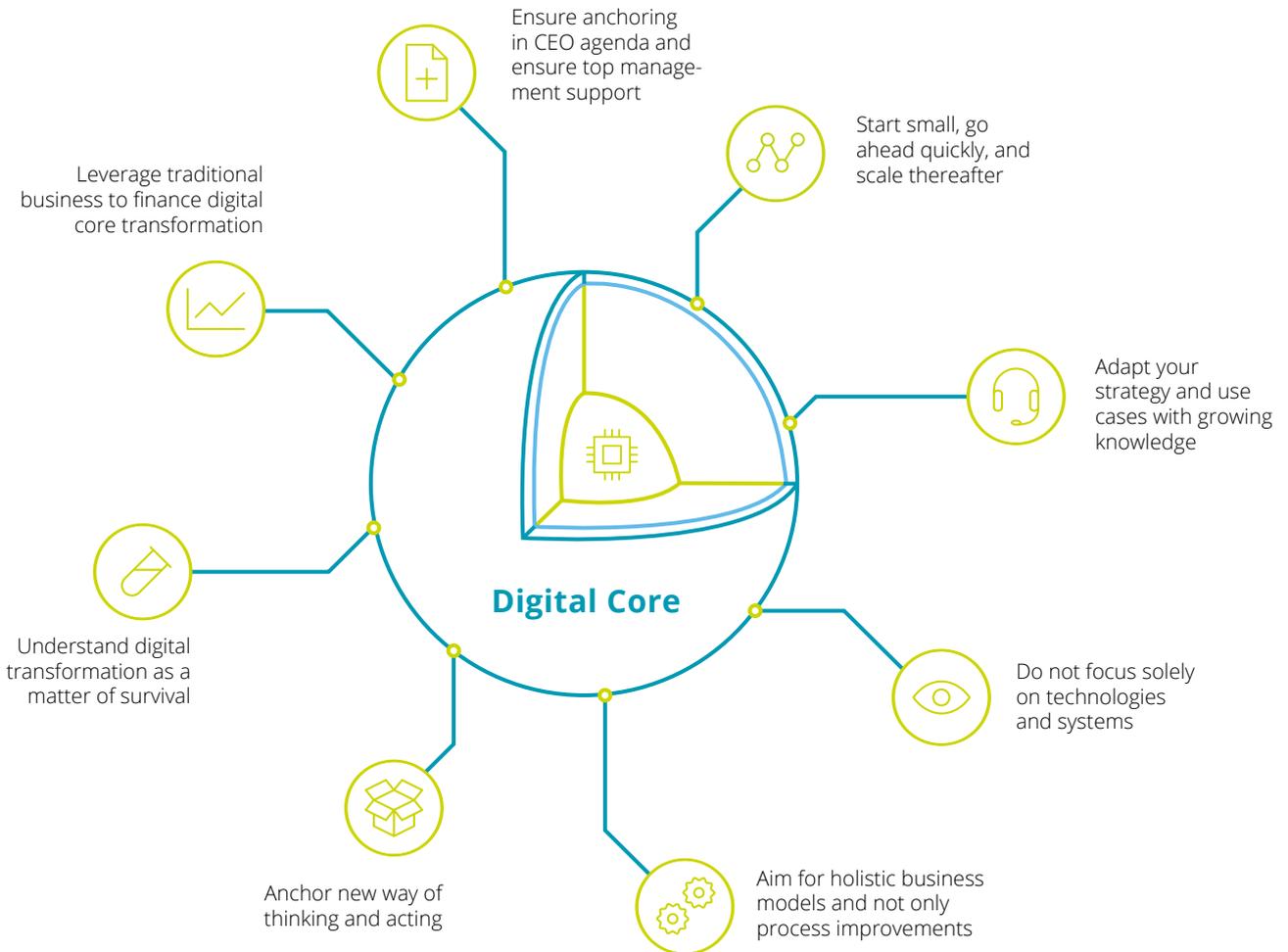


Fig. 2 – Key success factors for a digital transformation



To enable a successful digital transformation you have to be quick, pragmatic, and aspirational.

Having understood that a strong business case is far more than a combination of individual digital options, these companies create value at lower risk when they combine use cases into an integrated platform. The change takes place most effectively rather bottom-up than top-down, with empowered, agile teams. These teams are learning from small but mature solutions, able to thrive and spread quickly. While leveraging digital technologies, the working mode needs to be more synchronized in order to build a digital platform for future value creation. Ultimately business, operating, and customer models will be transformed into a new digital core which will replace the traditional business, maximizing profitability in the long run.

By 2025, the value-adding logic as well as corresponding demands on organizations

and employees will have changed fundamentally. Digitalization will change strategies in core business and therefore drive outsourcing activities, while digital skills and learning concepts will become essential – we have to think and act completely differently.

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